APRIL, 1968

MATRIX

THE MAGAZINE FOR WOMEN IN JOURNALISM AND COMMUNICATIONS

Sister Mary Anthony, I.H.M.
Marygrove College
Detroit, Mich. 48221

HOW A THETA SIG LEADS HER CITY'S WAR ON CRIME

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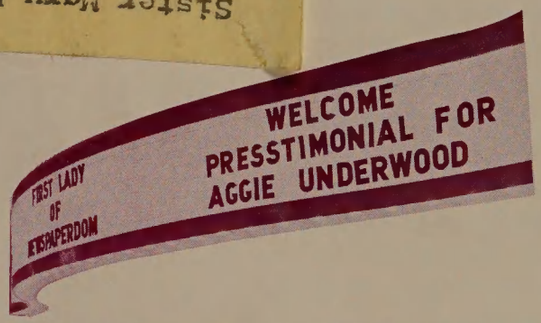

LOS ANGELES SALUTES A GREAT WOMAN JOURNALIST

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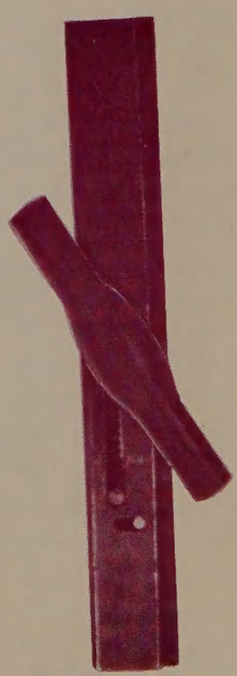

PLUS:

Board Actions At Mid-Year Meeting

Three Nominated For National Office

News of TSPs Everywhere

How Can I Go Back To Work?

PRESIDENT'S MESSAGE

Let The Mails Keep You Aware of TSP's Progress

To communicate, says our friend Mr. Webster, stresses making common to all that which is given usually by or to one . . . sharing with another or others what is primarily one's own.

Theta Sigma Phi's national headquarters staff communicates constantly by way of enormous amounts of mailings, answering inquiries, helping with problems, sharing the ideas, the requests, the information, and the suggestions of national officers as well as that of national committee chairmen and individual Theta Sigs with several thousand members all over the country.

What happens to this great mass of mail? Is it read? Is its information digested and used to bolster chapter programs and efficiency? Or is it dumped in the "round file" and forgotten?

The TSP mail you receive, dear president or member, is designed to inform, to be read, to be useful.

In the future—via the mails—you will be hearing about exciting new programs in the offing for TSP . . . the Inter-American Conference which International Chairman Fran Harris is planning for Oct. 25-27, 1968, in Detroit . . . Legislative Committee Chairman Joanne Maxwell's ambitious program to encourage chapter and club participation in the fields of Freedom of Information, advertising and promotion restrictions (censorship), and equal opportunities for women . . . Job Re-Entry Chairman Guin Hall's plans for a survey of the professions to determine what needs for writing talent exists for women seeking to return to the labor market . . . Talent Sparks Chairman Emily-Mae Stafford's proposal for a national yearly contest for women college journalists and an important individual Theta Sig approach to the individual highschooler who is confused and concerned about a career. . .

These are simply samplings of TSP growth in many directions program-wise.

Another way is in membership, steadily and firmly advancing. At the mid-year meeting of the board of directors alone, officers approved over a dozen candidates for membership, and preliminary petitions for three women's student journalism groups.

Communicating is, of course, a two-way street. Do you let the people in your city know what your group is accomplishing? What honors your individual members have received?

Do you invite women in journalistic fields to your meetings and events so they may become acquainted with the scope of Theta Sigma Phi? Do you consider these women as potential members to enrich your group and TSP nationally?

To communicate, then, is to share with another what is primarily one's own, like Mr. Webster says. So let's communicate fully and heartily!

Elizabeth Lordland

MATRIX

the magazine for women in journalism and communications

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National Board Acts On Many TSP Problems

. . . Proposes Professional Dues Raise to $15
. . . Proposes dropping $100 ANM fee for professional chapters
. . . Urges continuation of national meetings annually and establishing regional meetings as well
. . . Investigates ways to finance expansion and improvement of national headquarters
. . . Hears reports on 10 possible new student chapters and 13 new professional clubs

Three important issues faced the board of directors at its mid-year meeting Feb. 22-24 in Austin, Texas: (1) a national dues raise; (2) financing the Annual National Meeting; (3) expansion of national headquarters operations.

The seven-member board and the executive director, Dean Herbst, attending the meeting devoted almost 12 hours to discussion of these three issues alone. In addition the three-day session included reports from all board members, the executive director, and from all committee chairmen. All were reviewed and all TSP programs and operations discussed.

Raising the national dues is one of the recommendations presented in the report from the Annual National Meeting Finance Committee after six months of extensive study of the national dues structure of other professional organizations and a comparison of opinion from Theta Sigma Phi chapters and individuals around the country.

Amendments to the national bylaws proposing a national dues raise to $15 for professional members and to $10 for student members were endorsed by the board. In addition the board, after discussion and careful consideration of all facets of the problem, recommended eliminating the $100 Annual National Meeting fee for professional chapters, allowing each chapter to pay the actual expenses, or a portion of them, for its delegate. The board further recommended that an Annual National Meeting fee based on plane excursion fare be retained for student chapters so that the student delegates may continue to receive a travel allowance and free meals and lodging.

Details of this lengthy discussion will be outlined in special mailings to chapter and club presidents and to delegates.

Although opinion of several chapters and individual members reporting to the ANM Finance Committee indicated a preference for biennial national meetings, the committee recommended the present annual format be retained. The board agreed and recommended that regional meetings be scheduled in addition to the Annual National Meeting. One, a regional meeting of members-at-large, is to take place on April 7 in Boston as a pilot project in the regional meetings program.

Pittsburgh was chosen as the site of the 1969 annual meeting and the board will welcome invitations from other chapters for the meetings in 1970 and 1971, in addition to Rochester which has issued an invitation for the annual meeting there in either of those years.

Facing the issue that the tremendous growth of TSP over the past four years and its continued growth in membership and programs has seriously taxed the present facilities of the national headquarters office, the board approved a proposal to implement the staff and some necessary equipment in the office. Investigation of the best possible method of obtaining funds to begin the expansion is under way.

In making this decision the board considered the fact that in not too many years, with the growth potential as it is, TSP may expect a total of some 10,000 members, continuing to grow as a significant national organization, operating on a first-class basis, and becoming an even more potent force in the lives of women in the communications field.

The crash program begun in the fall to bring membership files in the headquarters office up to date is continuing. The Standards and Policies Book maintained at headquarters is being augmented, and an employment resource project to be based in the office is being surveyed by the vice president for professional services and the executive director.

The executive director was authorized by the board to confer with an attorney in Austin to take proper steps to establish an Internal Revenue Service C-3 exemption status for TSP special funds.

In the area of development, procedure material for use of pre-petitioning student groups is available; a development manual will soon be ready; the student group at Trinity University, San Antonio, is the current petitioning group; student clubs in 10 other universities or colleges have requested pre-petitioning information, and members-at-large in some 13 cities

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TSP Margaret Moore Sparks Widely Copied Local War on Crime

The successful Indianapolis Anti-Crime Crusade has become a model for citizens' action groups throughout the U.S. And its leader is TSP past national secretary Margaret Moore. Here is her story.

By WANDA COATS
Indianapolis Professional Chapter

Eartha Kitt may have made headlines across the country with her angry outburst at a recent White House luncheon but Margaret Moore of The Indianapolis News with her soft spoken homespun approach no doubt made a greater impact on the 50 luncheon guests.

Mrs. Moore was one of three women invited by Mrs. Lyndon B. Johnson to speak on the problem of increasing crime in the United States and ways it can be curbed.

For the past six years, some 50,000 Indianapolis volunteers have been busy successfully attacking the problem of crime without the assistance of tax money or large foundation grants. At the luncheon, Mrs. Moore outlined the somewhat unorthodox campaign against crime and Mrs. Johnson's guests left the White House with a blueprint showing how they can initiate similar programs in their own communities.

From the beginning, Mrs. Moore, a veteran journalist, has been the sparkplug of the Indianapolis Anti-Crime Crusade. In March 1962, Eugene S. Pulliam, managing editor of The Indianapolis News (now assistant publisher of The Indianapolis Star and News) asked Mrs. Moore of the paper's public relations department to invite several women civic leaders to a luncheon to discuss the ever-increasing crime and violence on Indianapolis streets. This was prompted by a deluge of letters and calls to The News from infuriated women following the death of Dr. Margaret Marshall, a 90-year old retired psychologist and teacher. Dr. Marshall had died of injuries received when a 15-year old high school dropout mugged and robbed her as she approached the entrance of her apartment building.

The 30 women who attended the luncheon were chosen by Mrs. Moore for their accomplishments in civic, church, service and professional groups. They came from a variety of economic and racial backgrounds but there was unanimous agreement that something must be done to make the streets of Indianapolis safe for women.

They realized the job they were about to tackle was one that could not be fully accomplished in a year — 10 years — or perhaps a hundred years but to back away from the job because it was too big would only allow the problem to become more crucial.

They decided to attack the roots of crime. For example, they learned that nearly 90% of juvenile crimes are committed by school dropouts who can't find jobs and have too much time on their hands. And they

Indianapolis TSP Margaret Moore, right, with TSP First Lady Mrs. Lyndon B. Johnson — as they talked about crime prevention, grandchildren and Theta Sigma Phi — at the January White House luncheon, B. E. (before Eartha). (Indianapolis News photo)

learned that more than 1,500 young people in Indianapolis had quit school that year.

A Stay-In-School committee obtained the names of 28 dropouts from skeptical and reluctant school officials. Personal letters were sent to the former students expressing regret that they had left school and offering assistance if they were interested in returning to classes. Self-addressed stamped cards were returned by 26 youngsters who eventually found their way back to the classroom with the encouragement and assistance of Crusade volunteers. And they weren't forgotten once they were back in school. Working on the basis of one volunteer for each dropout, the committee members maintained a continuing interest in their "adopted" students providing encouragement and assistance when and where needed so they would not become repeat dropouts.

School officials were so impressed they released approximately 600 names the following semester and have continued to forward information about dropouts to the committee on a regular basis.

Committee members visited the young people in their homes. They often discovered that they had quit school simply because no one really cared what they did. Sometimes they just got too far behind in their studies because they had no place to do their homework. Sometimes they were embarrassed to go to classes in shabby clothes. Others didn't have money for bus fare, lunch or books and supplies.

Crusade workers solicited used clothes from their friends and neighbors. The employees of a local cleaning establishment offered to clean and press the clothes on their own time. The YWCA donated a room to store them. Volunteers attractively displayed the items by size, and students now can select their clothes much the same as their classmates do at downtown department stores.

Churches in crowded slum areas were persuaded to convert unused rooms into study halls where neighborhood youths could go to do their homework after school. Crusade workers supervise the study rooms and often provide tutoring and counseling.

When funds are needed to provide lunch money or

TSP Sparks Indianapolis Crime War

Continued from Page 5

buy shoes, a volunteer may turn to her church, club organizations, or perhaps even her bridge foursome to raise the money.

Mrs. Moore estimates that Crusade volunteers have worked with some 4,000 potential or actual dropouts and have been successful in encouraging more than 2,000 to return to school or stay in school. Roughly half of those returning have stayed through graduation. One girl even ranked in the top 10% of her graduating class. Some are now in college or technical schools. Other have obtained good jobs, sometimes with the assistance of Crusade members. Several youths are now in Vietnam and correspond regularly with Crusade workers. One was awarded the Purple Heart last year.

And even more encouraging is a report from school officials that the dropout rate has dropped almost 50%. They now average less than 800 dropouts per year.

While the Stay - In - School committee was working with dropouts, 13 other committees were busy attacking crime at other root areas.

Mrs. Moore coordinates the work of all 14 committees — everything from Court Watching and Spruce-Up to Rehabilitation and Lamp Lighting.

It would take a book to describe the work of each committee but the following quote from Criminal Court Judge Saul Rabb illustrates another example of how the women of Indianapolis are leading the war against crime rather than waiting for others to do the job.

"The mere presence of these women in court has been enough to create changes," explains Judge Rabb. "A lot of laxity develops when no one pays any attention to courts. Here we had judges habitually arriving late, prosecutors sloppily preparing their cases, defense attorneys obtaining excessive continuances in hopes of wearing out prosecution witnesses, policemen failing to show up to testify, bail bondsmen illegally soliciting business in the halls. Now things have tightened up significantly all down the line because everyone knows that public watchdogs are in court every day. That can't help but improve the quality of justice we administer."

According to Police Chief Daniel Veza, Indianapolis had 300 more crimes per 100,000 of the population than the national FBI average in 1962. In 1965, three years after the women launched their attack, the number of reported offenses dropped 2.2% below the previous year. This was the first time crime had waned in Indianapolis in seven years.

Since then the crime rate has crept up again, but much more slowly than in most other metropolitan areas.

The secret of success is strong leadership and newspaper support

When President Johnson's crime commission released its report, "The Challenge of Crime in a Free Society," the following line formed the lead paragraph in the section on citizen action and community help:

"The most dramatic example in the country of a citizen's group that has addressed itself forcefully and successfully to the problems of crime and criminal justice is the Anti-Crime Crusade in Indianapolis."

What is the secret of their success? Few will deny that the Crusade could have enjoyed such success without the strong leadership of Margaret Moore and the support of The Indianapolis News.

From that first luncheon meeting in 1962, Margaret has furnished The News with stories and pictures of the Crusade's activities. Her stories often brought calls from clubs and organizations, business concerns, and interested individuals asking how they could help. They were always given two or three suggestions on how their talent and interest could best be utilized. And so the number of Crusade workers has increased from 30 women to more than 50,000 men, women and children. Yes, men have joined forces with the women on many projects and teen-agers have formed a Youth Division of the Anti-Crime Crusade.

Margaret has been invited back to Washington but Eartha has not

At the request of city officials and citizen groups, Mrs. Moore has traveled to many cities throughout the nation to explain how the Indianapolis Anti-Crime Crusade has been so successful. More than 400 cities have adapted at least some portion of the Indianapolis plan to their own communities.

In addition to her many speeches on combatting crime, she will be speaker at three Matrix Tables this year — at Columbus, Ohio, on May 8; at Austin, Tex., on April 6, and at Franklin College on April 19.

And, in the field of combatting crime, Margaret has been invited back to Washington. Eartha has not. In a meeting involving representatives of almost every women's organization in the District of Columbia, Margaret was the keynote speaker on March 23 in the office of Mayor Walter Washington to begin a crusade against crime in the

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Here's to AGGIE UNDERWOOD!

Comedian Bob Hope appeared completely unexpected to honor Agness Underwood at her Presstimonial dinner in Los Angeles. (Los Angeles Department of Airport photos)

Los Angeles Salutes First Lady of Newspapers

Now Aggie is an honorary chief in the Los Angeles City Fire Department. Fire Chief Ray Hill helps her don the official helmet.

Peggy Hereford, left, and Shirley Carroll, who engineered the Presstimonial tribute to Aggie, place on her finger a diamond ring. It was a gift from The Friends of Aggie Underwood.

By HELEN FARMER
Los Angeles Professional Chapter

Jack Smith, columnist, called her "a bearcat of a lady." To Ralph Story of television fame, she is "a great newspaperwoman who has given her best years to telling Los Angeles what it needs to know."

"She never had an ulcer, but she was a carrier," says Pat Buttram, comedian. "As wonderful off the desk as she was on," according to

Agness Underwood, a 'Bearcat of a Lady'

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Bill Pigue, long-time colleague.

So it was when Agness "Aggie" Underwood retired on Jan. 18, 1968, as assistant managing editor of the Los Angeles Herald Examiner after 42 years of work at "a job she loved every minute of."

The legend of Aggie Underwood began when she went to work as a relief telephone operator on the old Los Angeles Record in 1926 so she could financially manage a pair of silk stockings. The climax came on Jan. 24, 1968, when hundreds who call themselves "The Friends of Aggie Underwood" converged on the Hollywood Palladium for a Presstimonial Dinner honoring "newspaperdom's First Lady." Among the well wishers was Bob Hope, fresh from a rest in The Bahamas after his Christmas tour to Vietnam with the comment, "Just goes to show you where you can go if you are a telephone operator and leave the key open a little."

Aggie's journalism career began as a contributor to the women's pages of the Los Angeles Record. Under Women's Editor Gertrude Price, Aggie, as Cynthia Gray, wrote a column designed to help and advise the downtrodden seeking solutions to problems all too familiar to Aggie, who from the age of 15 had begun to know the meaning of loneliness and found solace and reassurance in Salvation Army Homes.

The First Woman City Editor of A Metropolitan Paper

But Aggie's true interest was on the news side, and soon she became a top citywide reporter, covering fires, murders, court trials and many of the most sensational "Gogettum" stories of the roaring 20's and depression 30's. Aggie became a Hearst reporter in 1935 when she accepted the third offer she'd had from the Herald Express. She became that paper's city editor in January 1947, the only woman who ever became city editor of a metropolitan newspaper. In 1950 she became executive city editor.

Although on the city desk Aggie had a reputation for being hard on her reporters, she says, "My bark was worse than my bite, but one thing I didn't like was lying." When a reporter called in the same story three times and swore he hadn't been drinking, Aggie lowered the boom.

Hard on herself, Aggie was always on the job at 4 a.m. and spent an 11-hour day, stopping only to snatch quick meals that were brought in. She reluctantly agreed to starting at 6:30 when she was named assistant managing editor of the Herald-Examiner in 1964.

For the Presstimonial Dinner, Pandora Hollister, master designer for special events in the city of Los Angeles, fashioned a "Stairway To The Stars" featuring many items which highlighted Aggie's newspaper career. Among them were some of Aggie's devices for keeping her staff in line—a baseball bat she kept handy on her desk; two desk drawer pistols, one for blanks and one for water, calculated to shake up the city room when things stagnated, and a replica of the firecrackers she shot off in the city room to salute her retirement. Then there was the large barracuda signifying "the time when I got mad at my city editor and smacked him with a fish—how not to act as a reporter." Aggie's chuckle when she told the story showed she enjoyed every minute of it.

Just as classic is Aggie's reputation for loyalty. Jack Smith, Los Angeles Times columnist who once worked under Aggie when she was city editor of the Herald-Express, said, "She knew more about her men than their wives did. She had a sense of loyalty to her reporters that was unassailable. I remember the case of one reporter who had the sorry habit of blowing his paycheck every week in Moran's Bar and Grill. His wife phoned one day and got Mrs. Underwood.

" 'Mrs. Underwood,' she said, 'I don't know what to do. My husband always spends his paycheck in the bar. Do you think you could have it mailed directly to me?'

" 'Yes', said Mrs. Underwood, 'if you come down here and work for it like he does!' "

Agness Underwood has a reputation for knowing more names, phone numbers and addresses than any other human. "My first rule is to be sure of spelling, especially names, and careful about addresses," she says. "A story about an arrest with the address two numbers off could really raise hell."

Yes, "Aggie was rough, outspoken, sentimental and a bearcat of a competitor, but she was a lady," Jack wrote in the column he dedicated to Aggie on her retirement.

Pranks and fun were part of her life — along with serious work

Crimes and court trials were Aggie's favorite assignments. She covered some of the most famous and sensational stories of the 20's and 30's, including the Black Dahlia murder case, the Charlie Chaplin paternity suit; the Erroll Flynn morals case, the Lupe Velez suicide, the Debbie Reynolds triangle and the trials of Mickey Cohen.

"Even when I opposed something, I always played fair," Aggie says with pride.

When there was work to be done, Aggie was serious, but she had no peer when it came to pranks and

Aggie with the "jewels" in her crown, daughter Mary Evelyn Weed and son George Underwood.

fun. She master-minded a grand opening party after the men's room at the paper had had a repaint job. A crazy hat day was one of the highlights of her party madness.

After reading Aggie's book, "Newspaperwoman" in which she recounts many of her experiences, the late Gene Fowler commented, "She's topped us all in one respect — she bore children, reared them, did her housework and became a city editor. Isn't this some kind of violation of union rules?"

Aggie met and married Harry Underwood when she was only 17 and working as a waitress because the job made more money than anything else. They spent more than 20 happy years together.

Her daughter, Mary Evelyn Weed, her husband Lt. Col. William Weed, retired Air Force officer, and children Candy and Jim came from Phoenix, Ariz., for the occasion, as did her son, George Underwood, his wife, Rilla, and their children, Val, Jay and Ray from Greeley, Colo. Val, a gifted pianist at 18, performed two of his grandmother's favorite piano selections as part of the program honoring her.

"I'm grateful for all the many honors I have received," Aggie says, "but one of my greatest surprises was being named in the first edition of 'Who's Who In American Women' in 1959." In 1963 she was selected as one of the 13 in the same Who's Who to receive the board of editors' outstanding woman of the year award for journalism from a field of 20,500 submitted.

Another thrill was being the first woman in journalism to be chosen a Times Woman of the Year by her rival paper.

Firsts in many areas were almost a habit with Agness Underwood

Aggie has a house full of tributes she has gathered over the years, including the American Legion's "Woman of Achievement Award," numerous press awards, among them TSP's National Headliner Award in 1949; "The Golden Flame Award" given by the California Assn. of Press Women; and the "Golden Lulu Award" given by Los Angeles Advertising Women. In 1962 Aggie was named "Most Outstanding Woman in Journalism" by the National Federation of Press Women.

More honors were heaped on Aggie as she stood on stage modestly trying to hide the white scuffs she was wearing because of a temporary minor foot problem. City Councilman, John Ferraro presented her with the Los Angeles City Council's commendation for dedication to making the Los Angeles community more enlightened.

Los Angeles County Supervisor Warren Dorn brought her a tribute from the Board of Supervisors. Deputy Mayor Eleanor Chambers in behalf of Mayor Sam Yorty, presented Aggie with a one-of-a-kind commendation from the City of Los Angeles designed by Ray Kasten.

Aggie is now the proud possessor of a gold lifetime press pass from the Los Angeles Police Department; an honorary fire chief helmet from the Los Angeles City Fire Department and an extra special extinguisher inscribed to "Aggie Underwood, A Fine Lady With A Lot of Friends At the L.A. County Fire Dept."

Jeanette Smith, president of the Los Angeles TSP Professional Chapter, presented Aggie with the organization's medallion. Her fellow employees at the Herald-Examiner gave her officially a diamond pin they had chosen as a gift for her birthday, Dec. 17, and given her from the picket line of the strike-bound newspaper.

From The Friends of Aggie Underwood, there was a diamond ring and a check for trips to visit her children.

What are Aggie's plans now?

Aggie says she is going to stop living by the clock and doesn't want to go back to newspaper work or go into television — just rest; but already her resolution shows signs of cracking. She plans to compile the scrapbooks she's neglected, catalogue a multitude of items and mementos her children might like to have some day.

She will reflect again on the wonderful years between the time she sat alone at 15 on a park bench in San Francisco with only a few pennies in her pocket, wondering if anybody cared, and the night she faced more friends than she could count and said, "You've caught me with my shoes off and my words down."

Pat Trexler, in foreground, is shown with the staff she employs to handle the mail generated by her popular syndicated column, "Pat's Pointers." (Charlotte Observer photos)

Pat Trexler's Love of Knitting Leads to a Successful Column

Editor's Note: Four years ago this month the first Pat's Pointers column on hand needlecrafts appeared in The Charlotte, N.C., Observer. It was written by a 38-year-old mother of four who had never been a professional journalist. Today the column is carried in 62 papers throughout the country. Here is Pat Trexler's success story, written exclusively for Matrix.

By PAT TREXLER
Syndicated Columnist

The idea of writing "Pat's Pointers" was born on a cold, rainy Sunday afternoon in January of 1964.

After the fourth or fifth call from a friend who needed advice on knitting problems, I settled back to read The Charlotte, N.C., Observer and casually remarked to my husband, "Jack, someone should write a column on knitting and crocheting just to answer questions like those I've been hearing all afternoon."

Hardly glancing up from the sports section, he answered, "Why don't you?"

At first, I just laughed at the idea. After all, I was a full-time housewife and mother of four, and it had been years since my high school journalism classes. I had married during my freshman year in college, so had never fulfilled my early ambition to be a professional journalist. It was silly to dream of a newspaper career at age 38.

But I didn't sleep well that night and was plagued with the recurring thought, "Why not try it?"

So, as soon as the breakfast dishes were cleared away the next morning, I pulled out our old portable typewriter. It had been used a lot through the years as I sort of kept my hand in journalism by doing PTA bulletins, club bulletins, church bulletins. I worked up three sample columns.

When I showed them to Jack, he thought they had promise, although he had no knowledge of hand needlecrafts. "Why don't you take them down to The Observer and see what they think of them?" he asked.

Every day for the next six weeks, I tried to summon enough courage to walk into the editor's office with my work.

It seems silly now, but at the time I think I was afraid I would be turned down. As long as I held on to the samples, showing them to friends only, I could make myself believe that they were good and that I just might become a newspaper columnist.

Finally, in early March, I took the columns to Observer Editor C. A. "Pete" McKnight. Pete thought the samples had merit, as did Managing Editor Tom Fesperman. Both wondered, however, if there was enough material to continue the column indefinitely. I had the answer — a list of more than 50 topics for future columns. And certainly, questions from readers would keep me well supplied with new ideas.

But what would Women's Editor Mary Utting think? She has the final say on any feature being considered for her section. Mary was out of town for a few days, so it was simply wait and see.

At last she called. The column would start in The Observer on Sunday, April 4, and she wanted an interview and pictures for promotion purposes.

'It was silly to dream of a newspaper career at age 38.'

The thrill of seeing my first by-line is indescribable. Naturally, after church we visited several newsstands, to buy extra copies of the paper to send to out-of-town friends and relatives.

"Pat's Pointers" was originally intended to be simply a question and answer column, but in response to reader requests I was soon offering instruction leaflets for knitted, crocheted and embroidered items each week.

The volume of mail from readers increased so rapidly that, at my request, Mary Utting wrote to the women's editors of other newspapers in the Knight chain.

Both Marie Anderson of The Miami Herald and Dorothy Jurney of The Detroit Free Press were interested.

On July 5, 1964, "Pat's Pointers" made its debut in The Herald. In October, it appeared in the first edition of The Detroit Free Press to be printed after the long strike of that year was settled.

During the ensuing months, I received invaluable advice and encouragement from these three outstanding women's editors, each of whom is largely responsible for the success I have achieved.

By March of 1965, The Chicago Daily News was also carrying the column and my thoughts of syndication were increasing. Acting on the advice of the Observer editors and George Beebe, senior managing editor of The Herald, I contacted the Hall Syndicate in New York City.

The bulging envelope sent to syndicate editors in the fall of 1965 included tearsheets of the column as it appeared in each newspaper, detailed reports of the monthly mail count and testimonial letters from the various women's editors and managing editors.

Pat poses here with one day's mail. Monthly average for her column is 20,000 letters.

It worked! I received a long distance call asking me to come to New York to discuss syndication.

My husband and children were just as excited as I when I boarded the plane a few days later and again when I called them the next day to report that I had signed a contract with The Hall Syndicate (now Publishers-Hall Syndicate.)

From the beginning, I have been able to handle all of my writing from my home — a big plus for any working mother. Until the column was syndicated, all of the mail handling was also done at home, making use of the pool table which belonged to my two teenage sons. Both of them were delighted when Mama could afford to rent the separate office, where an average of 20,000 letters a month are now handled by a staff of six.

The column now appears in 62 newspapers with a combined circulation of over 10 million.

At varying times during the first two years, my three boys, my daughter and sometimes even my husband, helped with the flood of reader mail. There were always records to be kept and envelopes to be stuffed. sealed and stamped after the letters were read.

It is difficult to imagine what my life would be like today if it were not for the stimulation and satisfaction I gain from writing the column.

Just in the last year, three of my children have left home. The two older ones have married and another is in the Navy, stationed in California. At 11, our youngest son Tom requires very little of my attention. I suspect that I would be terribly bored and restless if it were not for my writing.

Here's hoping that my story will encourage some of you who have set aside your dreams of a writing career to get out your typewriters and write about something you know well. No one ever knows when even the most mundane subject will find an interested audience. I know that I never dreamed that my love of needlecraft would lead me into the newspaper field.

You may not become a syndicated columnist, but you'll have the real satisfaction of seeing your work in print.

Standing, from left, are Penny Barnhardt and Lucy Parker; seated are Audree Coke and Lulu May Casey.

Orange County Club Swings Into Action

New on the TSP horizon is the Orange County Professional Club, which got its start in 1966 as an area group of the Los Angeles Professional Chapter and was organized as a professional club late last year.

Present plans for the club, located in one of the nation's fastest growing regions, call for five meetings a year.

Officers Penny Barnhardt, president; Lucy Parker, organizing chairman, and Lulu May Casey, vice president, are all former L.A. chapter officers. Secretary-treasurer Audree Coke is a past president of the Honolulu Professional Chapter.

Chapter And Club News

Oklahoma State TSPs Stage Revue

Renditions of "America on Stage!" sparked the 1968 Varsity Revue (VR) at Oklahoma State University Feb. 29-March 10. The annual production, in its 39th year, is the major money-making project under the co-sponsorship of Theta Sigma Phi and Sigma Delta Chi. Proceeds go to scholarships.

The show was a review of campus talent including four group acts and four individual numbers.

Other participants in VR included 10 Varsity Revue girls who performed dancing routines. Judges chose on VR girl to reign as "Miss Varsity Revue 1968." She was judged on dancing ability and stage personality.

The OSU Symphony Orchestra provided music for the annual event, with their proceeds going toward scholarships.

Members of the VR Committee also wrote and edited the program.

Young Journalists 'More Idealistic'

The younger generation of journalists now entering the profession is "more idealistic, less pragmatic, and less attuned to the economics of the business."

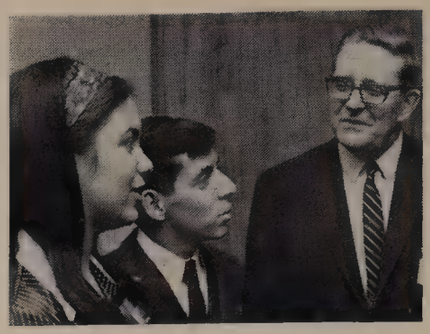
So commented Bill Rice, editorial director of WLS—the ABC network radio station in Chicago—at the Feb. 6 TSP meeting at Northwestern University.

Rice, who received his M.S.J. from NU in 1965, was invited to talk on "The Role of the Media in Covering Race Riots." Discussion expanded to the role of the media as a public servant and "elevator" of public standards.

Northwestern TSPs will continue their discussion of the race problem at the Matrix Banquet April 17. Guest speaker is Leonard Evans, managing editor of **Tuesday** Magazine. **Tuesday** is a Sunday magazine supplement geared to the Negro market and distributed in 16 major newspapers.

American U. TSPs Sponsor Contest

The American University, Beta Omicron, Chapter of TSP has recently initiated its 1968 members. The chapter co-sponsored the university Best Dressed Girl contest for **Glamour** Magazine.



Joyce Habart, TSP president, with Frank Parisi of SDX and John Wilhelm at Ohio U.

On March 17, the chapter celebrated its 10th anniversary with a luncheon featuring guest speaker Lillian Brown, director of television and radio programming at the university and curator of the National Television Library.

Ohio U. Welcomes New J-School Head

TSPs at Ohio University joined the local Sigma Delta Chi Chapter as hosts at a reception they gave recently for John Wilhelm, the new director of the Ohio School of Journalism.

Wilhelm, formerly the director of McGraw-Hill World News in New York City, succeeds Dr. L. J. Hortin, who was director of the school for the past 16 years.

The reception was open to all journalism students and faculty at Ohio U. Some 150 people took the opportunity to meet him. Administrative personnel and representatives from the local news media also attended.

TCU Theta Sigs were hostesses late in February to Mary-jane Snyder, national TSP vice president in charge of student chapters. Seated beside Mrs. Snyder is Suzy Barbee. Standing, from left, are Eileen O'Donohoe, chapter president; Carol Buford and Patty Horne. During her travels so far this year, Mrs. Snyder has visited nine student chapters over the country. (TCU photo)

TSP Leads Crime War

Continued from Page 6

nation's capital. These women, in turn, will get the word out to their organizations across the nation.

Margaret devotes thousands of hours of her time working with the volunteers and writing about their activities. Often she can be found at her desk at The News as late as 10 or 11 p.m.

In addition to the Crusade, Mrs. Moore coordinates many other projects and public service programs sponsored by The News as well as preparing advertising copy for ads promoting new features and News' personalities.

With her son-in-law, M. Stanton Evans, editor of The News, she has written a book, "The Lawbreakers," which was featured as the January selection by the Conservative Book of the Month Club. She already has started work on a new book: "A Responsible America."

Her career as a journalist began when she became the first Northern editor of the Louisiana State University newspaper. At 21 she was the youngest city editor of a daily newspaper in Indiana—the Logansport Press, and for five years she and her late husband were editor and publisher of The Mooresville (Ind.) Times. She has been a member of the public relations staff of The Indianapolis Star and News for the past 16 years.

For nine years before joining The Star and The News, she served as head of the journalism department at Franklin College. While there, she organized the Alpha Omega chapter of Theta Sigma Phi.

Margaret was national secretary of Theta Sigma Phi for six years. She is a former president of the Women's Press Club of Indiana, and former vice president of the National Women's Press Club.

She was the first winner of the Frances Wright Award given by the Indianapolis professional chapter of Theta Sigma Phi and in May, 1967, she was named recipient of the Kate Milner Rabb Award presented by the Women's Press Club of Indiana — highest tribute paid by the Press Club.

Although she holds a full-time job and has always taken an active part in civic and community affairs, Margaret has been an exceptional mother. In fact, she was selected as "Indiana Mother of the Year" in 1965. She is the mother of two lovely daughters — both Indiana University graduates and former teachers. They are Mrs. David D. Long, the wife of the vice president of MacMurray College, and Mrs. M. Stanton Evans.

Though she rarely takes a "real" vacation, Margaret does enjoy slipping away from the office for a couple of days now and then just to have fun with her two granddaughters.

Board Acts On Problems

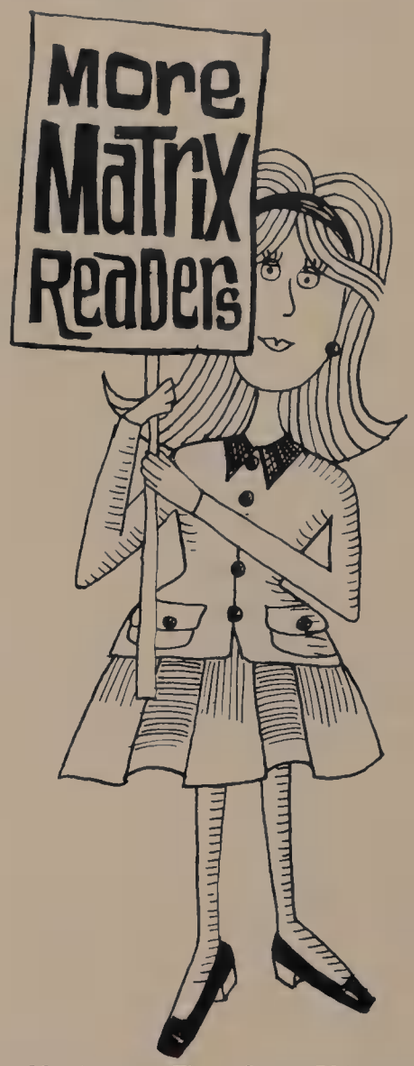
Continued from Page 3

over the country have inquired about the procedure necessary to form professional clubs.

A new Careers Unlimited booklet, aimed at aiding the college graduate in her search for a job, is in the editing process and, hopefully, will be printed in time for the 1968 Annual National Meeting.

Board members discussed plans for possible visits to some 16 chapters and clubs this spring; a revised balanced budget of approximately $66,000 was approved, and a recommendation that pre-petitioning student groups submit a fee of $15 (to be returned if the petition is not accepted) was also approved. The board approved preparation of a certificate of recognition for newly established professional clubs.

A sub-committee composed of the vice presidents of professional and student chapters and of members-at-large was appointed to draw up guidelines up-dating the regional director program.



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Three Are Nominated For National Offices

A full slate of candidates for the offices to be filled by election in 1968 has been submitted to and approved by the Nominations Committee. Additional nominations will be received during the Annual National Meeting until time of the election. Each office is to be filled for a two-year term.

The nominees are:

For Vice President in charge of Student Chapters, the incumbent Mary-jane Ryan Snyder, nominated for re-election by North Shore and Chicago professional chapters; seconded by Alpha Beta-Northwestern University and Fort Worth Professional chapters.

Mary-jane is public relations coordinator for Planned Parenthood Association of Chicago, a job she has held since 1963. For 13 years before that she was self-employed as a consultant specializing in medical writing and research.

She was elected Theta Sig vice president in 1966. Mary-jane has been North Shore Pi student chapters president, Chicago and North Shore vice president; chairman or a member of three national committees and of several committees for the two chapters. She also was adviser to Alpha Beta Chapter for six years.

"Wisdom, judgment, honor, patience and imagination are among the positive qualities which Mary-jane has brought to every task TSP has given her, whether on the local or national level," the Chicago Chapter said in nominating her. The North Shore Chapter added, "The excellence of Mary-jane's own professional record and her wealth of experience with every phase of society activity make her uniquely qualified to work effectively with student chapters."

For Vice President in Charge of Members-at-Large: M. Emily Kalled Lovell, nominated by the Tucson, Arizona, Club.

Emily is a free lance writer and editor. She worked for three years in radio and for 21 years as a newspaper stringer, reporter, editor and publisher, a wire service stringer and free-lance magazine and newspaper feature writer. She has written two short books, one on travel, the other on history. Both won National Federation of Press Women awards.

Her Theta Sigma Phi activities have included New Mexico State M-A-L coordinator from 1954 to 1965; Arizona coordinator for the next two years and coordinator for both states since. She is vice president of the Tucson Club.

"Extended experience as state coordinator for M-A-L programs, which was recognized with an award at the 1967 annual national meeting," is a special qualification she has for the national post, the Tucson Club suggested.

For Treasurer, Susan Alice Brown, retiring vice president for members at large, nominated by the Chicago Professional Chapter.

Sue is statistical laboratory technical writer and editor for Iowa State University. She formerly held public information, copywriting and teaching jobs.

She has been vice president for members-at-large since 1965, serving the limit of two terms (one one-year term because of by-laws amendments); and served from 1961 to 1964 as vice president in charge of student chapters. She has worked on various projects for Iowa chapters including organizing Iowa students' career weekend and state days and helping organize the Ames Club. Sue also had held most offices in the Ames Club and all in the Des Moines Professional Chapter.

Mary-jane Snyder

Emily Kalled Lovell

Susan Alice Brown

Her special qualifications, the Chicago Chapter said, are "a remarkable wealth of experience and knowledge which has come from her many years of service as a member of the Board of Directors and her other service to the organization"; and "she can handle mathematics, read a balance sheet and has the time necessary."

—CHRISTY BUKLELEY
Nominations Committee Chairman

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AMERICAN UNIVERSITY (Beta Omicron)—Jeanne Wallace, Box 125, Hayes Hall, 5225 Loughboro Rd. NW., Washington, D.C. 20016
SAN JOSE STATE COLLEGE (Beta Pi)—Patsy Miller, 1003 Riverside Dr., San Jose, Calif. 95125
UTAH, UNIVERSITY OF (Beta Sigma)—Rita J. Decker, Box 6045, Salt Lake City, Utah 84106
SOUTHERN ILLINOIS UNIVERSITY (Beta Tau)—Margaret Perez, 810 W. College, Carbondale, Ill. 62901
ARIZONA, UNIVERSITY OF (Beta Upsilon)—Linda Cuqua, 1208 N. Swan, Tucson, Ariz. 85716
DUQUESNE UNIVERSITY (Beta Phi)—Victoria Anne Lucas, 415 St. Ann's East, Duquesne University, Pittsburgh, Pa. 15219
SOUTH CAROLINA, UNIVERSITY OF (Beta Chi)—Virginia H. Carroll, USC, Box 763, Columbia, S.C. 29208
FRESNO STATE COLLEGE (Beta Psi)—Dottie Petrick, Fresno State College, Journalism Dept., Fresno, Calif. 93726
TEXAS CHRISTIAN UNIVERSITY (Beta Omega)—Eileen O'Donohoe, Box 30047, TCU, Fort Worth, Tex. 76129
MARYLAND, UNIVERSITY OF (Gamma Alpha)—Barbara Ifshin, 715 Elkton Hall, Univ. of Maryland, College Park, Md. 20742
SAN FERNANDO VALLEY STATE COLLEGE (Gamma Beta)—Darlene Phillips, 9921 Woodale Ave., Arleta, Calif. 91332

TSPs Everywhere

News of Women You Know

ners are **Renata Smith, Cynthia Vollmer**

Long-time TSP **Ruth Marie Griggs,** Indianapolis, hasn't been too active in TSP recently, with good reason. She is national president of the Journalism Education Assn. and previously had held two other national offices in the organization. Ruth, who is director of publications at Broad Ripple High School, was TSP's national secretary in 1939-40.

Along author's row . . . **Ruth Philpott Collins,** St. Louis, a 1964 national TSP headliner, is busy autographing copies of her new book, "A World of Curries." She calls it an "entertainment" in Eastern cookery and customs . . . **Betty Myers,** North Shore, has two new books to her credit. Her biography of Edward Bok (Bobbş Merrill) came out in time for Christmas and her "Angel of Appalachia" (Julian Messner), the story of Martha Berry, was published in March. . . **Mary Fulker,** immediate past president of the Colorado Springs Club, has collaborated with her husband Wilber H. in writing a manual for teaching the blind. Published by Charles C. Thomas Publisher. Springfield, Ill., the book, "Techniques With Tangibles," discusses aids and methods to be used with visually handicapped students . . .

Ann Vermeer, Los Angeles, former TSP national executive secretary, is hanging her hat at a new address these days. Ann left a job at California Apparel News to accept one with the California Teacher's Assn. When did it all come about? Right in the middle of the L. A. Career Conference, of course. and Ann was the chairman.

Two Seattle TSPs are off on new phases of their careers. **Dorothy Brant Brazier** has retired after 20 years as editor of women's news for the Seattle Times, and has been succeeded by **June Anderson Almquist.** Both are past presidents of the Seattle Professional Chapter . . . More career news. **Ginger Dutcher,** San Antonio, has joined the Pitluk Group as a copywriter in radio-TV production . . . **Dolores Lehr** is the new public relations director for the Furniture Mart in Dallas . . . **Margaret McEachern,** Twin Cities, has taken over the post of director of field services information for the American Rehabilitation Foundation / Kenny Rehabilitation Institute . . .

New York City's **Ponchitta Pierce** is a busy gal these days. She was just named New York editorial bureau chief for Johnson Publishing Co., which publishes Ebony magazine. In January Ponchitta was spotlighted on one of Virginia Graham's Girl Talk programs and in March she was a featured speaker at the

Regina McGuiness Vierno is on duty at Tan Son Nhut Air Base in Vietnam. Now a first lieutenant, Gina is special projects officer and is assigned to a unit of the Pacific Air Forces. She received her B.A. degree in journalism in 1964 from San Jose (Calif.) State College where she became a member of TSP.

J. C. Penney-University of Missouri women's page editors workshop in Columbia, Mo.

Speaking of busy people, columnist **Erma Bombeck,** Dayton, of "At Wit's End" fame, is another one. She's on the Matrix Table lecture circuit, having appeared in Dallas on March 23. And she has a date with Chicago TSPs on May 5 at their Ladies of the Press luncheon and on April 19 in Cincinnati . . . **Paula Bern,** Pittsburgh, must have an energy secret. She teaches charm school, currently has articles appearing in two national trade magazines and is publicity director of Robert Morris Junior College. All this and Paula still manages to look after five little Berns, pets too numerous to mention, and one husband . . .

TSP means Terribly Smart People. **Konnie G. Worth (Florence Pickett),** Portland, has been named to the Defense Advisory Committee on Women in the Services by the Secretary of Defense . . . **Moselle Boland,** Houston, is a third-time winner of the Texas Medical Assn. Anson Jones Award for excellence in communicating health information to the public . . . More Texas award winand **Marjorie Clapp,** all of San Antonio. Renata and Cynthia have received Dorothy Dawe honors, the home furnishings oscars for the press, and Marjorie has been named winner of the Golden Pencil Award from H&R Block for outstanding mental health writing . . . **Mary Brown,** Tucson, has a new plaque for her office, awarded in appreciation by the Southern Arizona Home Builders Assn. for her series of profiles on home builders written for the Tucson Daily Citizen . . .

Doris Cook, Syracuse, has been named one of 11 Post-Standard Women of Achievement for 1967 and was among those honored at a luncheon organized by the Syracuse Federation of Women's Clubs in February . . . Chicago's **Diane Schwartz** has a new responsibility. She's just been elected president of the Industrial Editors Assn. of Chicago for the 1968-69 year . . . And **Clara Degen** has been elected chairman of the Lerner unit of the Chicago Newspaper Guild . . . **Susan O'Neill** has left Fort Lauderdale for New York City, where she is curtain and drapery editor of Home Furnishings Daily . . . Look for **Jessie Walker's** name on the masthead of American Home magazine. This North Shore TSP is now midwest editor . . .

Marjorie Solenberger has made the big move from Albuquerque, N.M., to Petersburg, Va. Her husband is on the faculty of Richard Bland College, the Southside Virginia branch of William and Mary College, and Marge is coordinator of communications there. For 10 years she was a director of the News Bureau at the University of New Mexico. A former president of the Albuquerque Professional Chapter, Marge misses TSP contacts in Petersburg and is already busy trying to organize a club.

Kay Ryall Miller, a charter member of the Pittsburgh Professional Chapter, came back for a visit during the group's Career Conference. Kay is PR director of Edinboro, Pa., State College and also teaches journalism there . . . In another area of education, **Ruth Abat,** New York City, is assistant director of publicity for the State University of New York, Educational Communications Office.

Mary Brown

June Almquist

Dorothy Brazier

Mary Fulker

Career Day in Dallas drew 75 students from 10 colleges. The students heard the facts of life about job opportunities and requirements in the Dallas area.

Career Talk in Dallas . . .

Dallas Professional Chapter President Velma McKee, center, talks with students about job hunting, job contacts, starting salaries and what it takes to live in the city.

. . . And in Chicago

A bit of humor is shared by Chicago Professional Chapter TSPs and student guests at the 46th annual Careers Conference in that city. Subject of discussion here was "The Mechanics of Professionalism."

Here Is Auditor's Annual Report

Officers and Members of Theta Sigma Phi
Austin, Texas

We have examined the statement of assets and liabilities arising from cash transactions of the funds of Theta Sigma Phi as of August 31, 1967, and the statements of cash revenues collected and expenses paid of the funds for the year then ended. Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

In our opinion. the accompanying statements of assets and liabilities and revenues collected and expenses paid present fairly the assets and liabilities of the General Operating, Reserve. and Endowment Trust Funds of Theta Sigma Phi arising from cash transactions at August 31, 1967, and revenues collected and expenses paid for the year then ended on a basis consistent with that of the preceding year.

Ernst & Ernst
902 Vaughn Building
Austin, Texas 78701

Austin, Texas
December 4, 1967

STATEMENT OF ASSETS AND LIABILITIES ARISING FROM CASH TRANSACTIONS
THETA SIGMA PHI
August 31, 1967

ASSETS

GENERAL OPERATING FUND	
Cash in bank	$ 2,802.72
Certificate of deposit	10,000.00
Returned checks	344.00
Office equipment—at cost, less allowances for depreciation of $1,604.64	2,600.28
RESERVE FUND	
Savings accounts	$19,399.66
ENDOWMENT TRUST FUND	
Investment—common trust fund—at cost (market value $52,939.54)	$49,203.38
INTERNATIONAL FUND	
Cash in bank	$ 625.00
TOTAL	$84,975.04

LIABILITIES AND EQUITY

Payroll taxes payable	$ 416.60
Equity	84,558.44
TOTAL	$84,975.04

STATEMENT OF REVENUES COLLECTED AND EXPENSES PAID—GENERAL OPERATING FUND—THETA SIGMA PHI
Year ended August 31, 1967

Revenues collected:		
Initiation fees	$17,258.00	
Membership dues—current	25,170.00	
—deferred	1,904.00	$44,332.00
Interest income		263.75
Convention receipts		14,646.11
Other receipts		845.20
		$60,087.06
Expenses paid:		
Professional fees	$ 365.00	
Equipment repairs	121.89	
Insurance	472.40	
Postage	1,947.96	
Printing	2,888.50	
Salaries	11,768.02	
Supplies	605.56	
Payroll taxes	543.59	
Telephone and telegraph	726.26	
Travel and entertainment	2,750.83	
Office rent	1,555.00	
Miscellaneous	764.43	
Cost of publishing MATRIX	9,805.70	
1966 Convention	1,923.08	
1967 Convention	18,267.73	
Scholarships	2,666.19	
Fraternity programs	390.25	57,562.39
EXCESS OF REVENUES COLLECTED OVER EXPENSES PAID		$2,524.67

STATEMENT OF REVENUES COLLECTED AND EXPENSES PAID—RESERVE FUND—THETA SIGMA PHI
Year ended August 31, 1967

Revenues collected:	
Interest from savings accounts	$1,133.15
Expenses paid	
EXCESS OF REVENUES COLLECTED OVER EXPENSES PAID	$1,133.15

STATEMENT OF REVENUES COLLECTED AND EXPENSES PAID—ENDOWMENT TRUST FUND—THETA SIGMA PHI
Year ended August 31, 1967

Revenues collected:	
Trust fund income	$2,055.36
Expenses paid:	
Trustee fees paid	355.21
EXCESS OF REVENUES COLLECTED OVER EXPENSES PAID	$1,700.15

San Antonio 'Scoops' HemisFair on Style Show

"San Antonio Career Girls scoop HemisFair" was the theme of the annual Theta Sigma Phi Career Girl Style Show held in the Convention Center on the HemisFair site Feb. 26. Some 500 guests attended.

The first half of the show was a style show. During the second half, local career women representing their respective clubs were judged on the appropriateness of their own costumes for their particular jobs. Winners received valuable prizes.

Proceeds from the style show go to finance journalism scholarships for young women. Since 1958, San Antonio TSPs have presented some $3,600 in scholarships.

Previewing the HemisFair are, from left, Jesse Santiago, Judith Ann Asel, style show chairman, and Pat Carlson. In the background is the 622-foot HemisFair tower. (San Antonio Express-News photo)

How To Cover HemisFair Events

Want to see the world on 93 acres? Then visit HemisFair '68, the six months' long party that San Antonio is throwing this year to celebrate its 250th birthday.

Nearly 30 domestic and foreign governments, plus dozens of private exhibitors, are displaying their best in this international exposition, based on the theme, Confluence of Civilization in the Americas. Besides the culture and education, there's lots of fun and fiesta every day from 9 a.m. to midnight, through Oct. 6.

If you're a news media representative, you can get press accreditation that admits you free to the fair. There's a well-stocked press information center, photo lab, and lots of desks, typewriters and phones. There's also a well-stocked press club on the grounds, where you can refresh after hours of note-taking.

Applications for accreditation MUST (it says in boldface) be accompanied by a letter from your managing ed or similar superior outlining your asignment at the fair.

College journalists can be accredited also if they aply and can furnish that letter. However, no one under 21 will be admitted to the press club. But there are lots of soft drinks and snacks in the press center.

For applications, write Press Accreditation Department, HemisFair '68, P.O. Box 1968, San Antonio, Tex. 78206. The department also will tell you whom to write about finding accommodations in the San Antonio area.

DEADLINE DATA

April 15—Student and Professional Chapters. Annual National Meeting fee and transportation/delegate form due in National Headquarters.

April 22—Copy deadline for June Matrix.

April 30—All Chapters and Clubs: Elect officers to assume office by May 31.

May 1—All Chapters and Clubs: End of period for forwarding petitions for Professional or Honorary members to National Headquarters.

May 31—All Chapters and Clubs: Installation of new officers.

June 1—All Chapters and Clubs: President's year-end report due National Headquarters.

June 1—State Coordinators: Year-end report due in National Headquarters

June 14—Copy deadline for July-August Matrix.

Aug. 15-18—1968 Annual National Meeting, Sheraton-Chicago Hotel, Chicago.

Sept. 1 to May 1—Professional Chapters and Clubs: Forward petitions for honorary and professional members to National Headquarters.

Oct. 1—Professional Chapters, Clubs and Members-at-Large: Dues due in National Headquarters.

Dec. 1—All Chapters and Clubs: Headliner nominations due in National Headquarters.

Dec. 15—All members: Scholarship applications due in National Headquarters.

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send letter to Theta Sigma Phi, 1018 W. 11th St., Austin, Tex. 78703

TO WRITE ABOUT EDITORIAL CONTENT:
send letter to Marjorie Paxson, Matrix Editor, c/o The St. Petersburg Times, St. Petersburg, Fla. 33731

ATTACH ADDRESS LABELS HERE

When moving, please give us five weeks notice. Print name, new address and Zip Code below. Mail to Theta Sigma Phi, address at left. Please be sure to include your old address.

NAME_____

NEW ADDRESS_____

CITY_____ STATE_____ ZIP_____

By 1980, nine out of 10 women in the U.S. will be working. Women will be able to do whatever they dreamed of doing as young girls — if they are prepared. Even now, more and more women want to join the work force. TSP's North Shore Professional Chapter has a project which helps them find the way.

'How Can I Go Back To Work?'

By CLARICE STETTER
North Shore Professional Club

The question most asked by wives and mothers throughout the United States may **not** be "What can I do about Vietnam?" or "What toothpaste should my family use?"

Instead, "Should I go back to work?" may be the question most thought and spoken. Last November for the third year the North Shore chapter of Theta Sigma Phi held a "back-to-work" conference aimed at helping the over 175 housewives present find the answers to this all important question.

A woman attending the conference might be:

—*In her middle forties with three children in school who had a good liberal arts education 20 years ago, but no work experience.*
—*a mother of two small children who never finished her college education and now wants to plan for the day when she can go to work.*
—*a former teacher who married, raised a family and now would like to explore the possibilities of writing as a career.*

Although each woman must deal with her own unique situation and problems, all the women at the conference are faced with certain questions.

"Can I make a meaningful contribution in the working world without detriment to my family?"

"What kind of jobs are open to me?"

"In what ways must I prepare myself to make the change from full-time housewife to working mother?"

"Where can I go in my community to get additional education and retraining for future work?"

This year's Chicago area conference "Help Wanted — Professional Women" used a panel of experts to talk to these and other questions. The program was moderated by TSP's vice president for student chapters, Mary-Jane Snyder, and keynoted by Miss Mary C. Manning, Midwest Regional Director of the Women's Bureau of the U.S. Dept. of Labor. Panelists spoke on continuing education for women, job opportunities for the mature woman and psychological ramifications of employment.

North Shore job re-entry panelists answer questions from the audience. Left to right are Mary Manning, Betty Gutstadt and Thereas Scholl. (Chicago Daily News photo)

In previous years the back-to-work conference included discussion of popular areas of professional employment for women such as writing, real estate, social services, teaching and merchandising. This year's committee felt it should present an overview of the entire area of employment for women 30 to 55 years of age—the "mature" woman.

In addition to presenting a successful scholarship benefit for Northwestern University graduate women journalists, the North Shore chapter has found itself performing an important function in helping women in the communities understand the many prospects and aspects of the modern day working wife and mother.

Success stories of the conference are both immediate and long-range. One mother, forced to take on the role as her family's only breadwinner, left the conference greatly encouraged by discovering the number of job prospects open to her. She found employment within a week.

Two other women found their education needed updating and left with definite suggestions as to how they could begin preparing for a return to work.

Countless other women left the conference armed with facts and figures that 28 million women in the United States are working today and that they are not alone in wanting to join this work force. The conference gave them encouragement plus a realistic look at what was ahead if they did decide to work outside their home.

At the conference Miss Manning noted that "by 1980 nine out of 10 women will be working. And what will they be doing? The kind of careers available are increasingly without sex label. Women will be able to do whatever they dreamed of doing as young girls—if they are prepared. Work will be an accepted part of a woman's life pattern, fitting in with her home and community responsibilities."

The women in the Chicago area are not unique. Certainly thousands of women across the country are asking themselves the same questions and need the same help in finding answers. It is an opportunity for professional Theta Sigma Phi chapters across the country to render a real service to their communities by communicating facts and ideas. Two attractive by-products are a new source of revenue for chapter projects and steering interested women into the field of journalism.